

REP HEADLINE# 6361211
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/12 18.06
 CHANGES *** WFLA-TV ***

ADV # ADV. NAME POLI/M ROMNEY/RNC/R/PRE/US REP. # OFF. # SALESMAN #
 AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
 BEVERLY, MA 01915

ORDER # CONTRACT # 6361211 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY / RNC EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT2/12 18.06

REP: REVISION
 RATE CHANGE LN'S 32,38,41
 T/P CHANGE LN 32
 SPOTS CANCELED LN'S 34-35,40-42
 NEW TIL \$89,150
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ROMNEY FOR PRESIDENT - RNC

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 32 | RT | | 730P-1100P | 30 | | \$700.00 | 10/6 | 10/6 | 1 | | SAT | 1 |
| AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 466 | | | | | | | | | | | | |

PROGRAM : COLLEGE FTBL
 CON COM1 : COLLEGE FTBL
 34 S 630P-700P 30 \$2,500.00 10/6 10/6 0 SAT 0
 PROGRAM : SAT 630P NEWS
 CON COM1 : SAT 630P NEWS

Handwritten initials and date: 9/15/13

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 CHANGES *** WFLA-TV ***

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|--|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 35 | S | | 700P-800P | 30 | | \$650.00 | 10/6 | 10/6 | 0 | | SAT | 0 |
| PROGRAM : ENT TONIGHT SAT CON COM1: ENT TONIGHT SAT | | | | | | | | | | | | |
| 38 | R | | 1000A-1100A | 30 | | \$5,000.00 | 10/7 | 10/7 | 1 | | SUN | 1 |
| PROGRAM : MEET PRESS CON COM1: MEET PRESS | | | | | | | | | | | | |
| 40 | S | | 630P-700P | 30 | | \$2,500.00 | 10/7 | 10/7 | 0 | | SUN | 0 |
| PROGRAM : SUN 630P NEWS CON COM1: SUN 630P NEWS | | | | | | | | | | | | |
| 41 | SR | | 700P-815P | 30 | | \$3,400.00 | 10/7 | 10/7 | 1 | | SUN | 1 |
| PROGRAM : FTBL NIGHT AMERICA CON COM1: FTBL NIGHT AMERICA | | | | | | | | | | | | |
| 42 | S | | 815P-1130P | 30 | | \$5,000.00 | 10/7 | 10/7 | 0 | | SUN | 0 |
| PROGRAM : NBC SUN FTBL CON COM1: NBC SUN FTBL | | | | | | | | | | | | |
| OCT/12 | | | 89150.00 | | | | | | | | | |
| CONTRACT TOTAL | | | | | | | | | | | | 89150.00 |
| TOTAL SPOTS | | | | | | | | | | | | 105 |

MARKET TOTALS \$489,675 WFLA 21% WFTS 21% WTSP 28% WTVT 19% WTOG 1% WTTA 0% WMOR 2%
 WMOX 0% WXPX 0% WWSB 8% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SFCY Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
Submission Number 797 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|---|---|---|
| Client: Mitt Romney/ Rnc/ R/ President/ US | Submission Cost: 89150 | Campaign Ref: E:063612110 |
| Buyer: Mitt Romney/ Rnc/ R/ President/ US | Client/Product/Estimate: / / 6361211 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/01/12 to 10/14/12 | Weeks: 2 | Order Ref: 06361211 |
| Est./PO Number: 06361211 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| | | |
|-----------------------------------|----------------------------|---|
| Product: Romney / Rnc | Booking Group: WFLA | Key Market: Tampa-St. Petersburg, FL |
| Demographic: (L) Household | Order: | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|--|-------------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 1 | M-F 6a News MT..... | 03 | 700 | 30 Comme | Nbr of Spots | 4 | 4 | 2800 |
| 2 | M-F 6a News ..WTF.. | 03 | 700 | 30 Comme | Nbr of Spots | 6 | 6 | 4200 |
| 3 | M-F 7a Today Show MT..... | 03 | 900 | 30 Comme | Nbr of Spots | 4 | 4 | 3600 |
| 4 | M-F 7a Today Show ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 6 | 6 | 5400 |
| 5 | M-F 9a Today Show II MT..... | 03 | 550 | 30 Comme | Nbr of Spots | 2 | 2 | 1100 |
| 6 | M-F 9a Today Show II ..WTF.. | 03 | 550 | 30 Comme | Nbr of Spots | 3 | 3 | 1650 |
| 7 | M-F 12p Today Show III MT..... | 03 | 200 | 30 Comme | Nbr of Spots | 2 | 2 | 400 |
| 8 | M-F 12p Today Show III ..WTF.. | 03 | 200 | 30 Comme | Nbr of Spots | 3 | 3 | 600 |
| 9 | M-F 1p Days Of Our Lives ..WTF.. | 03 | 400 | 30 Comme | Nbr of Spots | 2 | 2 | 800 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 67 | 38 | 105 | |

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138 Conant Street
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Mitt Romney/ Rnc/ R/ President/ US
Submission Number 797 Issue 2



WFLA-TV
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PHONE (813) 228-8888

Original

| | | | | | |
|--------------------|------------------------------------|--------------------------|------------|--------------------|--------------------|
| Client: | Mitt Romney/ Rnc/ R/ President/ US | Submission Cost: | 89150 | Campaign Ref: | E:063612110 |
| Buyer: | | Client/Product/Estimate: | / /8361211 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/01/12 to 10/14/12 | Weeks: | 2 | Order Ref: | 06361211 |
| Est./PO Number: | 06361211 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|---------------------------------------|-------------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 10 | M-F 1p Days Of Our Lives ..WTF.. | 03 | 400 | 30 Comme | Nbr of Spots | 3 | 3 | 1200 |
| 11 | M-F 2p Rachael Ray ..WTF.. | 03 | 250 | 30 Comme | Nbr of Spots | 2 | 2 | 500 |
| 12 | M-F 2p Rachael Ray ..WTF.. | 03 | 250 | 30 Comme | Nbr of Spots | 3 | 3 | 750 |
| 13 | M-F 3p Doctors ..WTF.. | 03 | 450 | 30 Comme | Nbr of Spots | 2 | 2 | 900 |
| 14 | M-F 3p Doctors ..WTF.. | 03 | 450 | 30 Comme | Nbr of Spots | 3 | 3 | 1350 |
| 15 | M-F 5p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 2 | 2 | 1800 |
| 16 | M-F 5p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 3 | 3 | 2700 |
| 17 | M-F 530p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 2 | 2 | 1800 |
| 18 | M-F 530p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 3 | 3 | 2700 |
| 19 | M-F 6p News ..WTF.. | 03 | 1200 | 30 Comme | Nbr of Spots | 4 | 4 | 4800 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 67 | 38 | 105 | |

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Mitt Romney/ Rnc/ R/ President/ US
Submission Number 797 Issue 2



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PHONE (813) 228-8888

Original

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Submission Cost: 89150
Campaign Ref: E:063612110
Buyer: .
Client/Product/Estimate: /./6361211
Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12
Weeks: 2
Order Ref: 06361211
Est./PO Number: 06361211
Contract type: Political
Business Type: POLITICAL
Associated Copies: No
Business Category: Transactional

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|--|--|----------|------|-------------|-------------------|-------|-------|------|
| 20 | M-F 6p News ..WTF.. | 03 | 1200 | 30 Comme | Nbr of Spots 6 | | 6 | 7200 |
| 21 | M-F 7p News MT.... | 03 | 1000 | 30 Comme | Nbr of Spots 4 | 4 | 4 | 4000 |
| 22 | M-F 7p News ..WTF.. | 03 | 1000 | 30 Comme | Nbr of Spots 6 | | 6 | 6000 |
| 23 | M-F 730p Entertainment Tonight MT.... | 03 | 1000 | 30 Comme | Nbr of Spots 2 | 2 | 2 | 2000 |
| 24 | M-F 730p Entertainment Tonight ..WTF.. | 03 | 1000 | 30 Comme | Nbr of Spots 3 | | 3 | 3000 |
| 25 | M-Su 11p News MT.... | 03 | 1250 | 30 Comme | Nbr of Spots 2 | 2 | 2 | 2500 |
| 26 | M-Su 11p News ..WTF.. | 03 | 1250 | 30 Comme | Nbr of Spots 3 | | 3 | 3750 |
| 27 | M-F 1135p ET / 1035p CT Tonight Show MT.... | 03 | 650 | 30 Comme | Nbr of Spots 4 | | 4 | 2600 |
| 28 | M-F 1135p ET / 1035p CT Tonight Show ..WTF.. | 03 | 650 | 30 Comme | Nbr of Spots 6 | | 6 | 3900 |
| 29 | Fri 10p ET / 9p CT Dateline NBC Friday ..F.. | 03 | 3000 | 30 Comme | Nbr of Spots 1 | | 1 | 3000 |
| Weekly Totals: (Total Spots/Ord Spots) | | | | | 67 | 38 | 105 | |

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Mitt Romney/ Rnc/ R/ President/ US
Submission Number 797 Issue 2



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PHONE (813) 228-8888

Original

| | | | | | |
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| Client: | Mitt Romney/ Rnc/ R/ President/ US | Submission Cost: | 89150 | Campaign Ref: | E:063612110 |
| Buyer: | | Client/Product/Estimate: | / .6361211 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/01/12 to 10/14/12 | Weeks: | 2 | Order Ref: | 06361211 |
| Est./PO Number: | 06361211 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|---------------------------------------|---|----------|------|-------------|--------------|-------|-------|------|
| 30 | Sat 7a Today ShowS | 03 | 500 | 30 Comme | Nbr of Spots | 1 | 1 | 500 |
| 31 | Sat 9a NewsS | 03 | 300 | 30 Comme | Nbr of Spots | 1 | 1 | 300 |
| 32 | Sat 6p News ...S | 03 | 700 | 30 Comme | Nbr of Spots | 1 | 1 | 700 |
| 33 | Sun 8a Today ShowS | 03 | 500 | 30 Comme | Nbr of Spots | 1 | 1 | 500 |
| 34 | Sun 9a NewsS | 03 | 300 | 30 Comme | Nbr of Spots | 1 | 1 | 300 |
| 35 | Sun 6p NewsS | 03 | 750 | 30 Comme | Nbr of Spots | 1 | 1 | 750 |
| 36 | Sat Notre Dame PrimeS | 06 | 700 | 30 Comme | Nbr of Spots | 1 | 1 | 700 |
| 37 | Sun 10a Meet The PressS | 01 | 5000 | 30 Comme | Nbr of Spots | 1 | 1 | 5000 |
| 38 | Sun 7p ET / 6p CT Football Night InS | 03 | 3400 | 30 Comme | Nbr of Spots | 1 | 1 | 3400 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 67 | 38 | 105 | |

Grand Totals

| | | Month 10 Weeks: 4 | |
|--------|-------|-------------------|-------|
| Totals | | 10/01 | 10/08 |
| Spots | 105 | 67 | 38 |
| Cost | 89150 | 36550 | 29600 |

Grand Totals:

| | |
|--------------|-----------|
| Spots: | 105 |
| Gross Total: | 89,150.00 |
| Commission: | 13,372.50 |
| Net Total: | 75,777.50 |

REP HEADLINE# 6361211
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT2/12 12.24
*** WFLA-TV ***

ADV # ADV. NAME POLI/M ROMNEY/RNC/R/PRE/US
AGY # AGY. NAME AMERICAN KAMBLER PRODUCTIONS

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KINCAID
SALES PRSN WA- MEGHAN MCGARR (H)

138 CONANT STREET
BEVERLY, MA 01915

ORDER # CONTRACT # 6361211

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY / RNC EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT2/12 12.24

REP: NEW ORDER
TTL \$100,950 @111X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY FOR PRESIDENT - RNC

WMA: \$20,960



10/12

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|----------|------|------|---|--|------|---|
| 1 | | | 600A-700A | 30 | | \$700.00 | 10/8 | 10/9 | 4 | | M-TU | 4 |
|---|--|--|-----------|----|--|----------|------|------|---|--|------|---|

PROGRAM : TODAY 6A
CON COM1: TODAY 6A

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|----------|------|------|---|--|-----|---|
| 2 | | | 600A-700A | 30 | | \$700.00 | 10/3 | 10/5 | 6 | | W-F | 6 |
|---|--|--|-----------|----|--|----------|------|------|---|--|-----|---|

PROGRAM : TODAY 6A
CON COM1: TODAY 6A

| | | | | | | | | | | | | |
|---|--|--|-----------|----|--|----------|------|------|---|--|------|---|
| 3 | | | 700A-900A | 30 | | \$900.00 | 10/8 | 10/9 | 4 | | M-TU | 4 |
|---|--|--|-----------|----|--|----------|------|------|---|--|------|---|

PROGRAM : TODAY SHOW
CON COM1: TODAY SHOW

OCT2/12 12.24
*** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 4 | | | 700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW | 30 | | \$900.00 | 10/3 | 10/5 | 6 | | W-F | 6 |
| 5 | | | 900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2 | 30 | | \$550.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 6 | | | 900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2 | 30 | | \$550.00 | 10/3 | 10/5 | 3 | | W-F | 3 |
| 7 | | | 1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3 | 30 | | \$200.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 8 | | | 1200N-100P PROGRAM : TODA YSHOW 3 CON COM1: TODAY SHOW 3 | 30 | | \$200.00 | 10/3 | 10/5 | 3 | | W-F | 3 |
| 9 | | | 100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES | 30 | | \$400.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 10 | | | 100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES | 30 | | \$400.00 | 10/3 | 10/5 | 3 | | W-F | 3 |
| 11 | | | 200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY | 30 | | \$250.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 12 | | | 200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY | 30 | | \$250.00 | 10/3 | 10/5 | 3 | | W-F | 3 |

REP HEADLINE# 6361211
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 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 12.24
 *** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 13 | | | 300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS | 30 | | \$450.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 14 | | | 300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS | 30 | | \$450.00 | 10/3 | 10/5 | 3 | | W-F | 3 |
| 15 | | | 500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS | 30 | | \$900.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 16 | | | 500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS | 30 | | \$900.00 | 10/3 | 10/5 | 3 | | W-F | 3 |
| 17 | | | 530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS | 30 | | \$900.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 18 | | | 530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS | 30 | | \$900.00 | 10/3 | 10/5 | 3 | | W-F | 3 |
| 19 | | | 600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS | 30 | | \$1,200.00 | 10/8 | 10/9 | 4 | | M-TU | 4 |
| 20 | | | 600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS | 30 | | \$1,200.00 | 10/3 | 10/5 | 6 | | W-F | 6 |
| 21 | | | 700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS | 30 | | \$1,000.00 | 10/8 | 10/9 | 4 | | M-TU | 4 |

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| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|---|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 22 | | | 700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS | 30 | | \$1,000.00 | 10/3 | 10/5 | 6 | | W-F | 6 |
| 23 | | | 730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT | 30 | | \$1,000.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 24 | | | 730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT | 30 | | \$1,000.00 | 10/3 | 10/5 | 3 | | W-F | 3 |
| 25 | | | 1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS | 30 | | \$1,250.00 | 10/8 | 10/9 | 2 | | M-TU | 2 |
| 26 | | | 1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS | 30 | | \$1,250.00 | 10/3 | 10/5 | 3 | | W-F | 3 |
| 27 | | | 1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW | 30 | | \$650.00 | 10/8 | 10/9 | 4 | | M-TU | 4 |
| 28 | | | 1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW | 30 | | \$650.00 | 10/3 | 10/5 | 6 | | W-F | 6 |
| 29 | | | 1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE | 30 | | \$3,000.00 | 10/5 | 10/5 | 1 | | FRI | 1 |
| 30 | | | 700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY | 30 | | \$500.00 | 10/6 | 10/6 | 1 | | SAT | 1 |

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|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 31 | | | 900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS | 30 | | \$300.00 | 10/6 | 10/6 | 1 | | SAT | 1 |
| 32 | | | 330P-700P PROGRAM : COLLEGE FTBL CON COM1: COLLEGE FTBL | 30 | | \$450.00 | 10/6 | 10/6 | 1 | | SAT | 1 |
| 33 | | | 600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS | 30 | | \$700.00 | 10/6 | 10/6 | 1 | | SAT | 1 |
| 34 | | | 630P-700P PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS | 30 | | \$2,500.00 | 10/6 | 10/6 | 1 | | SAT | 1 |
| 35 | | | 700P-800P PROGRAM : ENT TONIGHT SAT CON COM1: ENT TONIGHT SAT | 30 | | \$650.00 | 10/6 | 10/6 | 1 | | SAT | 1 |
| 36 | | | 800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY | 30 | | \$500.00 | 10/7 | 10/7 | 1 | | SUN | 1 |
| 37 | | | 900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS | 30 | | \$300.00 | 10/7 | 10/7 | 1 | | SUN | 1 |
| 38 | | | 1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS | 30 | | \$1,400.00 | 10/7 | 10/7 | 1 | | SUN | 1 |
| 39 | | | 600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS | 30 | | \$750.00 | 10/7 | 10/7 | 1 | | SUN | 1 |

Level 7

Level 7

Level 7

10/6

REP HEADLINE# 0361-11
 *** ORIGINAL REV#0 ***

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OCT2/12 12.24
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|------------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 40 | | | 630P-700P | 30 | | \$2,500.00 | 10/7 | 10/7 | 1 | | SUN | 1 |
| PROGRAM : SUN 630P NEWS | | | | | | | | | | | | |
| CON COM1: SUN 630P NEWS | | | | | | | | | | | | |
| 41 | | | 700P-815P | 30 | | \$1,700.00 | 10/7 | 10/7 | 2 | | SUN | 2 |
| PROGRAM : FTBL NIGHT AMERICA | | | | | | | | | | | | |
| CON COM1: FTBL NIGHT AMERICA | | | | | | | | | | | | |
| 42 | | | 815P-1130P | 30 | | \$5,000.00 | 10/7 | 10/7 | 2 | | SUN | 2 |
| PROGRAM : NBC SUN FTBL | | | | | | | | | | | | |
| CON COM1: NBC SUN FTBL | | | | | | | | | | | | |
| OCT/12 | | | 100950.00 | | | | | | | | | |
| CONTRACT TOTAL | | | | | | | | | | | | 100950.00 |
| TOTAL SPOTS | | | | | | | | | | | | 111 |

Level 2

Level 2

MARKET TOTALS \$485,675 WFLA 21% WFTS 21% WTSP 28% WTVT 19% WTOG 1% WTTA 0% WMOR 2%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 8% CABL 0%
 SVC- NSI
 DEMOS- RA35+4

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
Submission Number 797 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | | | | |
|--------------------|------------------------------------|--------------------------|-----------|--------------------|--------------------|
| Client: | Mitt Romney/ Rnc/ R/ President/ US | Submission Cost: | 80050 | Campaign Ref: | E:063612110 |
| Buyer: | .. | Client/Product/Estimate: | / 6361211 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/01/12 to 10/14/12 | Weeks: | 2 | Order Ref: | 06361211 |
| Est./PO Number: | 06361211 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| | | | | | |
|--------------|---------------|----------------|------|-------------|--------------------------|
| Product: | Romney / Rnc | Booking Group: | WFLA | Key Market: | Tampa-St. Petersburg, FL |
| Demographic: | (L) Household | Order: | | | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|---------------------------------------|-----------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 1 | M-F 6a News MT..... | 03 | 700 | 30 Comme | Nbr of Spots | 4 | 4 | 2800 |
| 2 | M-F 6a News ..WTF.. | 03 | 700 | 30 Comme | Nbr of Spots | 6 | 6 | 4200 |
| 3 | M-F 7a Today Show MT..... | 03 | 900 | 30 Comme | Nbr of Spots | 4 | 4 | 3600 |
| 4 | M-F 7a Today Show ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 6 | 6 | 5400 |
| 5 | M-F 9a Today Show II MT..... | 03 | 550 | 30 Comme | Nbr of Spots | 2 | 2 | 1100 |
| 6 | M-F 9a Today Show II ..WTF.. | 03 | 550 | 30 Comme | Nbr of Spots | 3 | 3 | 1650 |
| 7 | M-F 12p Today Show III MT..... | 03 | 200 | 30 Comme | Nbr of Spots | 2 | 2 | 400 |
| 8 | M-F 12p Today Show III ..WTF.. | 03 | 200 | 30 Comme | Nbr of Spots | 3 | 3 | 600 |
| 9 | M-F 1p Days Of Our Lives | 03 | 400 | 30 Comme | Nbr of Spots | 2 | 2 | 800 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 64 | 38 | 102 | |

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|--------------------|------------------------------------|--------------------------|-------------|--------------------|--------------------|
| Client: | Mitt Romney/ Rnc/ R/ President/ US | Submission Cost: | 80050 | Campaign Ref: | E:063612110 |
| Buyer: | | Client/Product/Estimate: | / / 6361211 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/01/12 to 10/14/12 | Weeks: | 2 | Order Ref: | 06361211 |
| Est./PO Number: | 06361211 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|---------------------------------------|-------------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 10 | M-F 1p Days Of Our Lives ..WTF.. | 03 | 400 | 30 Comme | Nbr of Spots | 3 | 3 | 1200 |
| 11 | M-F 2p Rachael Ray ..WTF.. | 03 | 250 | 30 Comme | Nbr of Spots | 2 | 2 | 500 |
| 12 | M-F 2p Rachael Ray ..WTF.. | 03 | 250 | 30 Comme | Nbr of Spots | 3 | 3 | 750 |
| 13 | M-F 3p Doctors ..WTF.. | 03 | 450 | 30 Comme | Nbr of Spots | 2 | 2 | 900 |
| 14 | M-F 3p Doctors ..WTF.. | 03 | 450 | 30 Comme | Nbr of Spots | 3 | 3 | 1350 |
| 15 | M-F 5p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 2 | 2 | 1800 |
| 16 | M-F 5p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 3 | 3 | 2700 |
| 17 | M-F 530p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 2 | 2 | 1800 |
| 18 | M-F 530p News ..WTF.. | 03 | 900 | 30 Comme | Nbr of Spots | 3 | 3 | 2700 |
| 19 | M-F 6p News ..WTF.. | 03 | 1200 | 30 Comme | Nbr of Spots | 4 | 4 | 4800 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 64 | 38 | 102 | |

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|--------------------|------------------------------------|--------------------------|-------------|--------------------|--------------------|
| Client: | Mitt Romney/ Rnc/ R/ President/ US | Submission Cost: | 80050 | Campaign Ref: | E:063612110 |
| Buyer: | | Client/Product/Estimate: | ././6361211 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 10/01/12 to 10/14/12 | Weeks: | 2 | Order Ref: | 06361211 |
| Est./PO Number: | 06361211 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|---------------------------------------|--|----------|------|-------------|-------|-------|-------|------|
| 20 | M-F 6p News ..WTF.. | 03 | 1200 | 30 Comme | 6 | | 6 | 7200 |
| 21 | M-F 7p News MT.... | 03 | 1000 | 30 Comme | | 4 | 4 | 4000 |
| 22 | M-F 7p News ..WTF.. | 03 | 1000 | 30 Comme | 6 | | 6 | 6000 |
| 23 | M-F 730p Entertainment Tonight MT.... | 03 | 1000 | 30 Comme | | 2 | 2 | 2000 |
| 24 | M-F 730p Entertainment Tonight ..WTF.. | 03 | 1000 | 30 Comme | 3 | | 3 | 3000 |
| 25 | M-Su 11p News MT.... | 03 | 1250 | 30 Comme | | 2 | 2 | 2500 |
| 26 | M-Su 11p News ..WTF.. | 03 | 1250 | 30 Comme | 3 | | 3 | 3750 |
| 27 | M-F 1135p ET / 1035p CT Tonight Show MT.... | 03 | 650 | 30 Comme | | 4 | 4 | 2600 |
| 28 | M-F 1135p ET / 1035p CT Tonight Show ..WTF.. | 03 | 650 | 30 Comme | 6 | | 6 | 3900 |
| 29 | Fri 10p ET / 9p CT Dateline NBC Friday ...F.. | 03 | 3000 | 30 Comme | 1 | | 1 | 3000 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 64 | 38 | 102 | |

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|---|---|---|
| Client: Mitt Romney/ Rnc/ R/ President/ US | Submission Cost: 80050 | Campaign Ref: E:063612110 |
| Buyer: | Client/Product/Estimate: / / 6361211 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 10/01/12 to 10/14/12 | Weeks: 2 | Order Ref: 06361211 |
| Est./PO Number: 06361211 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/01 | 10/08 | Total | Cost |
|--|-----------------------------|----------|------|-------------|--------------|-------|-------|------|
| 30 | Sat 7a Today ShowS | 03 | 500 | 30 Comme | Nbr of Spots | 1 | 1 | 500 |
| 31 | Sat 9a NewsS | 03 | 300 | 30 Comme | Nbr of Spots | 1 | 1 | 300 |
| 32 | Sat 6p NewsS | 03 | 700 | 30 Comme | Nbr of Spots | 1 | 1 | 700 |
| 33 | Sun 8a Today ShowS | 03 | 500 | 30 Comme | Nbr of Spots | 1 | 1 | 500 |
| 34 | Sun 9a NewsS | 03 | 300 | 30 Comme | Nbr of Spots | 1 | 1 | 300 |
| 35 | Sun 6p NewsS | 03 | 750 | 30 Comme | Nbr of Spots | 1 | 1 | 750 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 64 | 38 | 102 | |

| Grand Totals | | | |
|--------------|-------|-------------------|-------|
| Totals | 10/01 | Month 10 Weeks: 4 | 10/08 |
| Spots | 102 | 64 | 38 |
| Cost | 80050 | 50450 | 29600 |

Grand Totals: Spots: 102 Gross Total: 80,050.00

| | |
|-------------|-----------|
| Commission: | 12,007.50 |
| Net Total: | 66,042.50 |